



اُنِيُوْ سِيْتِي تِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCE MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

Prepared by:

Alia Natasha binti Mohd Shah

(2020975455)

Group: ENT530X

Prepared for:

Madam Rahayu Hasanordin

Date of submission:

6th July 2021

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Almighty Allah for enabling me to complete this task which is social media portfolio for individual assignment.

I also convey my sincere gratitude to my lecturer who teach me in Principles of Entrepreneurship (ENT530), Madam Rahayu Hasanordin. Without her kind direction and proper guidance, this subject would have been impossible to understand. In every phase of the project, her supervision and guidance shaped this report to be completed successfully.

Besides that, an honorable mention goes to my family and all my friends for supporting me for everything and especially I cannot thank them enough for encouraging me throughout this experience.

Last but not least, I would like to thank my classmates for being helpful and giving me a clear idea about this social media task and to those who indirectly contributed in this assignment, your kindness means a lot to me. Thank you very much.

EXECUTIVE SUMMARY

Rosha Fragrance Mist was established on April 2021. I have become an agent of the top-rated beauty products which is Avon. I have chosen their one of the best products namely Avon Sheer Passion Fragrance Mist because I would like to share my experience with their fragrances with other women. Furthermore, in this pandemic, I would like to earn my own side income online.

My target audience is a group of people who loves to try new fragrances and like to smell good. Fragrances make you smell like a diva while also elevating your confidence, good taste, and praising your character. If you want to smell great all day but do not want to spend a fortune on a bottle of fragrance, do not worry because our fragrance mists are affordable and long-lasting scents for all you women out there who do not want to spend a lot of money on a bottle of fragrance.

Social media is becoming a part of life today, especially in developing countries such as Malaysia. Social networking is now a vital part of everyday life. Referring to the current situation, social media helps us preserve that reputation by providing us opportunities to communicate directly with my customers as I have never before. That also means that I receive real consumer feedback directly from the source, more quickly than ever before, and it is a good way to gain audience by including my business in this platform.

At the moment, Rosha Fragrance Mist only owned and work by Alia Natasha. My business also uses the Facebook page as a platform to attract online customers, gain more awareness and generate income at once. I will promote about my business, Rosha Fragrance Mist by doing teaser post, soft sell and hard sell as our business postings on Facebook to promote the products.

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2.0 INTRODUCTION OF BUSINESS

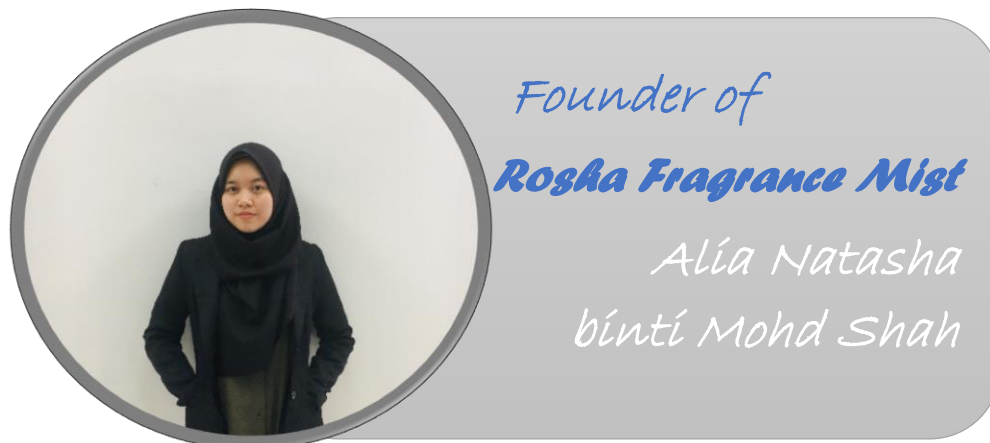
2.1 NAME AND ADDRESS OF BUSINESS



The name Rosha Fragrance Mist is a combination of my mother's name Rosnah and my name Natasha. I use this combination name because my mother is the one who inspire me to become a businesswomen like her.

Rosha Fragrance Mist is located at Residensi Bistaria, Taman Ukay Bistari, 68000 Ampang, Selangor.

2.2 ORGANIZATIONAL CHART



Name & Position	Career Highlights
Alia Natasha Binti Mohd Shah (Owner and Founder of Rosha Fragrance Mist)	<ul style="list-style-type: none">○ Currently studying at UiTM Puncak Alam in Bachelor in Human Resources Management.○ Graduated from UiTM Raub in Diploma in Banking Studies.